



## **NEW SERGIO TACCHINI TENNIS LINES FOR THE 2017 US OPEN**

*Milan, August 2017:* Sergio Tacchini, the famous pro tennis wear brand, presents its new MAGMA for men and STARDUST for women tennis lines for the 2017 US Open.

Incandescent magma, which lends its name to the menswear, is the big-impact graphic element characterizing the polo in this line. The raglan cut of the half-shoulder sleeve features the lava flow in strong colours like yellow, orange and red. This flow then blends with magma in the dark shades of black, anthracite grey and blue, depicted on the sleeve in sublimation print graphics, like all the black variant of the polo. The shorts pick up on the strong colour details inside the pocket lining (orange). The line is rounded out by a Tee, a polo shirt in white and accessories such as wristbands, cap and bandana.

Like stardust—from the name of the womenswear—the graphics copy the image of comet trails and are placed strategically on garments to accentuate their femininity. For example on the sides of the skirt and the dress and around the neckline on the top, looking almost like a necklace. Enriched with details such as very elegant inserts in mesh around the armhole and neck, the really fabulous detail of this line is the style of the skirt and dress, harking back to full volumes from past times. The garments are all naturally comfortable and practical, with generous skirts and body-hugging tops to guarantee athletic performance, fabrics are techno and highly breathable—thanks also to mesh inserts—and the result is a whole series of harmonious, feminine items. The two colour variants, bluesteel and popsicle, are used on all the garments in the line: short dress, vest, Tee, skirt and accessories such as culottes, bra, wristbands, visor and socks.

## **Sergio Tacchini**

A world known Italian sportswear brand, was established in 1966 by the Italian tennis player Sergio Tacchini. During the years, the brand's name became synonymous with Italian style and elegance and the clothing gained international recognition through celebrity endorsements from some of the greatest tennis champions of all time: John McEnroe, Jimmy Connors, Vitas Gerulaitis, Mats Wilander, Gabriela Sabatini, Pete Sampras, Pat Cash, Martina Hingis and Novak Djokovic, with whom the brand has reached 37 Grand Slam victories. Today the brand remains a leader in distinctive sportswear, with its authenticity coming from its tennis DNA for discerning consumers seeking to unite elegance with an active lifestyle. The brand is official technical sponsor of MonteCarlo Rolex Master tennis tournament.